

<b>W6</b>	<b>Learning Area</b>	ENTREPRENEURSHIP	<b>Grade Level</b>	11/12
	<b>Quarter</b>	1/3	<b>Date</b>	

IV. LEARNING PHASES	Suggested Timeframe	Learning Activities
<b>A. Introduction</b> <b>Panimula</b>	120 mins	<p>In the previous lesson we learned about the proposed solution through different kinds of environment and force based on viability, profitability and customer's requirements. For this lesson, we analyze the propositions and the S3 of entrepreneurship to make a business plan.</p> <p><b>Value Proposition (VP)</b> is a business or marketing statement that summarizes why a consumer should buy a company's product or use its service. This statement is often used to convince a customer to purchase a particular product or service to add a form of value to their lives. In creating Value Proposition, entrepreneurs will consider the basic elements:</p> <ul style="list-style-type: none"> <li>➤ Target Customer</li> <li>➤ Needs/opportunity</li> <li>➤ Name of the product</li> <li>➤ Name of the enterprise/company</li> </ul> <p>There are many competitors in the market to establish superiority to them. Entrepreneurs should think of some alternative and how it works better. An important aspect in Value Proposition must be truthful that will establish credibility to the consumers.</p> <p>Example: Potential value proposition is most common in small businesses of your locality.</p> <p>Aling Charing Sari-sari Store is open only from 6:00 am to 6:00 pm, but Aling Charing noticed that there are customers who go nearby town to look for a convenience store at around 10:00 pm to 6:00 am. She believes that this is a great opportunity for her store to operate 24/7. In this example, proposed value proposition: "Charing Sari-sari Store, opens 24/7".</p> <p>The business describes a sari-sari store – a basic retail store. The assurance from this value proposition is because of the phrase "opens 24/7", Aling Charing Sari-sari Store opens 24/7, which make it different from other competitors.</p> <p><b>Unique selling proposition (USP)</b> refers to how you sell your product or services to your customer. You will address the wants and desires of your customers. As an entrepreneur, you think of marketing concepts that persuade your target customers. The following questions you may ask in doing this, What the customers want? What brand does well? What does your competitor do well?</p> <p>Some tips for the entrepreneur on how to create an effective unique selling proposition to the target customers:</p> <ul style="list-style-type: none"> <li>➤ Identify and rank the uniqueness of the product or services character</li> <li>➤ Very Specific</li> <li>➤ Keep it short and simple (KISS)</li> </ul> <p>As an entrepreneur, present the best feature of your product or services that are different from other competitors. Identifying the unique selling proposition requires marketing research that you will learn from the other modules. In promoting your products or services, make sure that it is very specific and put details that emphasize the differentiator against the competitors. Keep it short and simple and think of a tagline that is easy to remember. Right now, the proposed unique selling proposition: "Charing Sari-sari Store, opens 24/7".</p> <p>Readers get confused between value propositions and unique selling propositions. The two propositions are used to differentiate the products from competitors. For example, Jollibee is known to have a Filipino taste burger. This brand has a unique selling point because of its tagline "Langhap Sarap".</p> <p>Unique Value Proposition and Value Proposition are two most famous tools</p>

used to explain why prospect customers buy each product and service. Based on each definition, we learn that USP and VP are frameworks of each business industry. The two propositions are valuable for the entrepreneurs.

Entrepreneurial Process – a step-by-step procedure in establishing any kind of business that an entrepreneur has to undergo.



Figure 1. <http://billy.ws/cdRD>

**Opportunity** - is an entrepreneur's business idea that can potentially become a commercial product or service in the future.

### Seeking, Screening, and Seizing (3S of opportunity spotting)

A. **Seeking** is to search for that right chance in business, which is to find the need for product or service.

Internal/ Microenvironment – refers to the environment within the business.

Tangible Resources – are assets of the business that have physical appearance and form.

- Current Resources – are used, applied or consumed within a short period or one year.

- Noncurrent or fixed Resources – are proportions whose usefulness or benefits extend beyond one year.

Intangible Resources – are assets of the business that do not have physical appearance of form.

1. Business Culture – a collection of values, beliefs, principles and expectations learned and shared by employers, founders, stakeholders and members of the management.
2. Business Structure – refers to the formal organizational arrangement of the business in terms of hierarchy of positions, flow of communication relationship of functional areas and production and marketing processes.

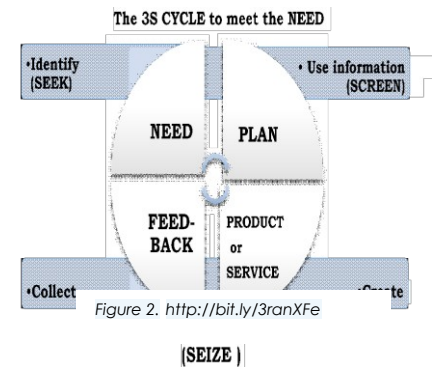


Figure 2. <http://bit.ly/3ranXFe>

### Methods of Generating Ideas

1. Focused Group Discussion (FGD)- conducted by entrepreneurs with the assistance of a moderator to gather the views of selected consumers.
2. Brainstorming – activity similar to an FGD.
3. Brain writing/ Internet brainstorming – exactly the same as brainstorming except that the channel used is not face-to-face but in writing or online.
4. Problem inventory analysis – participants will just be identifying from the list given the compelling problem/s of a potential product or service instead of generating the ideas from them.

B. **Screening** is to check cautiously in order to select the best opportunity. The selection will depend on the entrepreneur's internal intent and the external intent which will address the compelling needs of the target market.

### 12 R's of opportunity Screening

1. Relevance to vision, mission and objectives of entrepreneurs.
2. Resonance to values.
3. Revenues
4. Reinforcement of Entrepreneurial Interest
5. Responsiveness to customer needs and wants.
6. Each
7. Range
8. Revolutionary Impact
9. Returns
10. Relative ease of implementation
11. Resources required
12. Risks

C. **Seizing** is to grab or take the best chance to do the selected opportunity in business.

1. Breakthrough Innovation must be protected by patent, trade secret and copyright. Ex.: Internet
2. Technological Innovation – Technological advancement of an existing product or service. Ex.: Wireless fidelity (WiFi)
3. Ordinary Innovation – commonly originating from market analysis and technological pull instead of technology push. Ex.: unlimited internet plans of Telecommunication companies

**FOUR STAGES**

1. Idea stage – the entrepreneur determines what are the feasible products and/or services that will perfectly suit the opportunity.
2. Concept stage – developed idea will undergo a consumer acceptance test.
3. Product development stage – stages validates the work done from the first three stages to measure success in the commercialization of product or